First Class Assignments is published each term to inform students of assignments to be prepared before the first class meeting. These pre-assignments are mandatory for students enrolled in the class and strongly recommended for those who hope to add any of these courses during subsequent phases of registration.

### Courses with a Pre-Assignment

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30122 01/81 Sapra, Haresh

Dear Students:

If you want to enroll in BUS 30122 in Spring 2024, the 1st class assignment is mandatory and due by 5 PM (Chicago time) on March 19, 2024. It is available on the 30122 course site on Canvas and at the following link. Note that it is your responsibility to submit the assignment by the deadline. If you already have access to the 30122 course site on Canvas, please submit the assignment using the relevant Assignment 1 module on that site. Otherwise, please email your completed assignment to my teaching assistant Aryton Gelin at agelin@chicagobooth.edu

Best wishes,
Haresh Sapra

30133 01 Christensen, Hans

The first case is due before the first class. This case is available on Canvas. If you do not yet have access to Canvas, you can obtain the first-class assignment via the link on the syllabus. The first case is graded pass/fail.

31403 01/81 Davis, Harry

For each of this week’s required readings, please answer the following question in at least 1-2 paragraphs. Submit your answers in one document via Canvas before our first class.

Question: As you read this piece what concepts, phrases and/or sentences most connected with you? Why?

   [Type your answer here]
2. Harry Davis, “A Leadership Canvas,” 2023
   [Type your answer here]
3. Harry Davis, “Multiple Selves and the Stage Page Metaphor,” 2023
   [Type your answer here]
   [Type your answer here]
5. This week’s “My Studio Comic”
   [Type your answer here]

(DUE PRIOR TO FIRST CLASS) Written: Getting Started by Looking Forward
Write this to yourself, not what you think the faculty would like to hear or based on class readings. Be true to your own values and goals.

In 1 page, think of the leader you will be in 10 years:

- How will the people that work for you and with you feel because of your leadership in challenging times?
- What major difference do you want to make in the lives of these people?

Be sure to include your name on your paper and in your file name.

NOTE: This assignment is required. It is intended to help you apply the work in this class to your own personal interests and development.

Please post your response on Canvas by Tuesday, March 19 at 9AM

33305 01/02/81 Bertrand, Marianne

a) Do the readings for week 1 as outlined in the syllabus.
b) Come to class ready to discuss the case “Uber: 21st Century Technology Confronts 20th Century Regulation.”

In particular, consider the following questions for class discussion:

1) What market failures, if any, exist in the taxi market that could justify its regulation?
2) What alternatives did Uber have to address regulatory issues when beginning service in new cities? What are the benefits and difficulties with each?

Continued On Next Page
3) How do you expect the incumbent taxi operators to respond to Uber's entry into D.C.?
4) What should Uber do in the face of the proposed D.C. legislation?

33320 81 Birge, John; Mordecai, David; Murphy, Kevin

The initial class assignment is to read chapters 1-5 of the principal reference text Creti, A. and F. Fontinit, *Economics of Electricity: Markets, Competition and Rules*. Supplemental reading: Kirschen, D.S. and G. Strbac (2nd ed.) chapter sections 1.2.2, 1.2.3, 1.2.5; 2.2.1.3-4; 2.2.2 (2.2.2.1-4); 2.3.3.1-2; 2.4; 2.5 (2.5.1-4); 2.5.5-6.

34102 01 Bunch, Gregory

Imagine a World
Your first assignment is to come up with an "I imagine a world..." statement. You will give your statement as part of your self-introduction during the first class.

- Read Kevin Kelly's The Case for Optimism.
- Imagine a world in which [x-problem-is-solved]. Sometimes students think that these must be big problems like world peace or ending hunger. That is not necessary at all. Your problem could be quite ordinary. This exercise is designed to give you a chance to explore or do a deep dive into a problem, a sector, a category. Choose something that interests you.
- Write a short blog post to accompany this statement (≤ 250 words). The written piece will be posted in the blog by the beginning of Week 1.
  - Follow this template for your post. Make sure you put the bold words into bold.
  - Title: "I imagine a solution to x problem"
  - Problem: What is the problem? Who does it affect? Estimate number of people affected by the problem. Estimate the financial opportunity.
  - Solution:
    - How would you solve this problem?
      - For the purposes of this post, imagine that money is not the constraint.
  - Why are we beginning the class with this assignment? Entrepreneurship begins with imagination. Someone recognizes a problem or opportunity. Imagining a different reality than currently exists is the first step towards coming up with a solution. In some cases, this is the beginning of a startup business.

34104 01 Kaplan, Steven

For the first class meeting, on March 18, students should come prepared to present a one minute elevator pitch. They also should come with any questions they may have. In the second half of class, Meaghan Benjamin of Studio Reinvent will give a presentation on giving presentations.

34108 01 Janega, James

Read the elBulli case (elBulli: Taste of Innovation)

34219 01/85 Hepp, Stefan


34702 82 Heltzer, Jason

Part I: Bio

Write up a short bio on yourself and your VC interests (not to exceed the space provided in the template). The bio should include (i) work history, (ii) internship and/or SPITC project, including a 1-2 sentence description of the firm, (iii) work interests after graduation, (iv) link to your host firm, and (v) Linkedin link, and (vi) something unique about yourself that others might be surprised to know (either personal or business).

Continued On Next Page
Add your bio to [this Google Slides deck](#) using the template and example therein. **Please insert your bio in alphabetical order.**

This deck is a great way to get to know your classmates and some prior students have saved this deck and referred to it years later! There is always a lot of expertise amongst the students, so don’t be bashful reaching out to one another for diligence on deals you evaluate in your internship and beyond.

This assignment is required but not graded. It is due before the first day of class.

**Part II: Readings/Videos**

All of the following readings are available on Canvas.

**Required Reading:**

- Helpful Hints for PE and VC Lab Interns from former Interns and Host firms, by Jason Heltzer, Chris McGowan and Ira Weiss

This course includes a multitude of resources for those that are less familiar with the venture capital and startup industries (or for those with experience who want to go deeper). The following are relevant for our first class. All background materials are optional. Where not linked, materials are available on Canvas. For an extensive and curated selection of suggested resources, visit the class [resource page](#). Students new to VC will find the [VC Glossary](#) extremely helpful throughout the class.

**Background Reading:**

- [VC Glossary](#)
- [NVCA Yearbook](#), Venture Capital 101, pgs 7-12
- [ILPA Private Equity Principles](#)

**Background Videos:**

- [Industry Immersion Presentation](#), by Jason Heltzer and Chris McGowan
- [Raising Capital for a startup](#), by Salman Khan
- [Getting a seed round from a VC](#), by Salman Khan

**Background Documentary Movie:**

- [Something Ventured](#) (trailer). Educational for those without experience and inspirational for those with.

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**35120 01/02/85 Pastor, Lubos**

The first class assignment is available at [https://faculty.chicagobooth.edu/~media/faculty/lubos-pastor/teaching/h1.pdf](https://faculty.chicagobooth.edu/~media/faculty/lubos-pastor/teaching/h1.pdf). It will also be available on Canvas before the beginning of the spring quarter. You can work on the assignment in groups of at most four students. I strongly recommend working in groups from the outset, and it is fine to form groups across different sections. The assignment, which will be graded, is due on March 21 by 8:15am (i.e., before our first class). Please upload your solutions on Canvas.

**35123 01/81 Zingales, Luigi**

Please

1. Read Raghavendra Rau, Robert Wardrop, and Luigi Zingales, 2021, Preface in The Palgrave Handbook of Technological Finance
3. Read the case “Paytm: Building a Payments Network” by Sunil Gupta; Das Narayandas; Rachna Tahilyani, Harvard Case #17091
4. Write a short memo responding to the questions of the case (see case assignments)

**35201 01 Born, Laura**

**Required Reading:**

**Continued On Next Page**
Course Syllabus – on Canvas

**Required Pre-Recorded Lecture:**
Intro to the class

**Optional: Watch/Listen to: Basics of Valuation – via 2 pre-recorded lectures in CANVAS – Week 1. Slides for these lectures will be on CANVAS.**

**Complete 2 Week 1 timed Required Quizzes on line on CANVAS** when you feel you are ready

(There is no quiz for the Intro to Class Lecture)

**Prepare case in your group; write up due at class meeting time:** ARAMARK Case.

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**35225 01 Zingales, Luigi**

Please

1. Listen to this podcast: https://www.npr.org/sections/money/2017/11/22/565736836/episode-665-the-free-food-market
2. Read the articles with a star in section 0 and 1 of the reading list
3. Hayek’s “The Use of Knowledge in Society” was written when computers, the internet, and smartphones did not exist
4. Given the changes in technology, to what extent Hayek’s conclusions are still valid, to what extent they are not.
5. Please argue in no more than 4 pages.

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**36109 01/02/81 Eisenstein, Donald**

Visit the Canvas site for the course. Your first class assignment, to be prepared before your first class meeting, is detailed in the Home tab. Give yourself ample time to complete the Python tutorial and get your software environment set up.

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**37000 85 Krohn, Christopher**

**Topic: Course Introduction**
In week one we start with an overview of the content and mechanics of the course. Among other topics, we will define the domain of marketing and discuss a philosophy for managing the enterprise via this domain. We will also introduce an overall framework for marketing strategy and implementation. Throughout the remainder of the term, this framework will then serve as the principal unifying structure for the various topics covered in the course.

**Preparation: Readings for Week 1**

1. “Driving Growth: The Little Engine That Could” from Counterintuitive Marketing; Clancy, Kevin and Krieg, Peter. This short reading begins to define the scope and philosophy of marketing.
2. “From Sales Obsession to Marketing Effectiveness;” Kotler, Philip. Introduces the role of marketing within an organization, presents criteria for evaluating its effectiveness, and also briefly touches on the scope and philosophy of marketing.
3. “Basic Quantitative Analysis for Marketing;” Dolan, Robert J. Covers accounting concepts relevant to marketing (fixed costs, variable costs, contribution, margin, etc.) and breakeven calculations.

Also, be sure to carefully read the Course Syllabus. You are responsible for understanding and adhering to all policies and guidelines discussed in the Syllabus.

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**38001 01/02/85 Fishbach, Ayelet**

Welcome to Managing in Organizations. This course is about people – how people think and how people behave – and is intended to provide core concepts and basic knowledge necessary to manage people effectively.

**Before our first class, please prepare the following:**

1. Read the syllabus and understand the course requirements.

*Continued On Next Page*
2. **Read on Canvas:**
   Chapter 1 in Gladwell’s Outliers and in Grant’s Think Again. **While reading, consider these questions:**
   
a. Gladwell suggests that people’s circumstances may contribute to their special performance. How can you apply this insight to management?
   
b. Grant makes the case for using scientific thinking in your daily and professional life. Can you give an example of how “thinking again” (i.e., a critical evaluation of your assumption) led you to change your mind or make a better decision?

3. **Read on Canvas:**
   Mini-case: Golden career: money isn’t everything. **While reading, prepare to discuss this question:**
   
a. How should Golden address the mass resignations and declining productivity?

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**38002 01/02/81  Hastie Reid**

(Prepare to discuss, no written assignment) The Sant-Iago, HBS Case No. 9-189-183 (1989, rev. 1994). Before the first class, read this case and come prepared to recommend a course of action to the decision maker, Bruce Heafitz.

**38003 01/02/81  Levine, Emma**

Before Class 1, please complete the following survey: [http://tinyurl.com/PIBallad](http://tinyurl.com/PIBallad)

In addition, read the two articles (Power Play and How To Be A Good Boss) posted on Canvas.

**38122 01/02/85  Risen, Jane**

Read: Syllabus

*Equality by Design*: Introduction, 1-17 (required textbook #1)

*The Person You Mean to Be*: Preface and Introduction, xvii – 19 (required textbook #2)


**Complete Web Survey 1:** The link to the ~15 minute survey can be found on Canvas. You should complete the survey by Thursday March 21st at noon.

**39001 01/81  Li, Ningzi**

To help you prepare for class discussion, please consider the following questions as you read the week's materials. Next, provide a written answer to the following questions. Be sure to include concepts from the reading in your write-up. Please keep the number of words under 800, focusing on the quality of your response, rather than the quantity. Please put a word count total at the top of your assignment. Your assignment is due at Monday 11:59pm prior to your section's meeting time and should be uploaded to Canvas.

What is Zappos' strategy? Please use elements listed in the Pontikes reading to structure your answer.

The case makes it clear that Tony Hsieh placed a great deal of emphasis on company culture. On a scale of 1 to 10, where 1 is irrelevant and 10 is essential, how important was culture to Zappos' ultimate success in your estimation? Please explain your answer.

**40110 01/81  Ward, Amy**

Please read the article “The tube at a standstill: why TfL stopped people walking up the escalators” and the CVS case, and come prepared to discuss. Please see the Canvas course site for more details.

**42119 81  Grotto, Elena; Joy, Felicia**

- Complete the introductory survey
- Read case and prepare to discuss in class: Future-Proofing Roche: Transforming for Agility & Empowerment
- Read SHRM article: [Understanding and Developing Organizational Culture](http://example.com/understanding_and_developing)

*Continued On Next Page*
- Be prepared to discuss three news stories that highlight the culture of Fortune 500 companies or high-growth startups

### 42127 01 Hilliard, Amy

Please read the following prior to the start of the first class:

*Lean Start Up Summary by Eric Reis*: [Lean Startup Summary](Download Lean Startup Summary)


After completing the readings, please complete the Pivot Survey, and bring your results to discuss during the first class: [PFS - YOUR PIVOT SURVEY docx-1.pdf Download PFS - YOUR PIVOT SURVEY docx-1.pdf]

After you’ve read the Introduction to *Pivot for Success*, I’d like each of you to think about and list up to 2 personal and 2 professional pivots in your life that worked, and up to 2 personal and 2 professional life pivots that didn’t work that you are comfortable sharing in class. The survey is posted above. Please bring your answers to the first class.

### 42726 01 Ittelson, Mary

**Assignment one**: Write two very short essays in response to two prompts and submit on canvas Thursday, April 11 at 11:59pm (the week before the first class session).

**Assignment Two**: Review the three required readings and watch the two required videos. Based on those readings/viewings, write two very short essays in response to two prompts. Submit on canvas by Thursday April 18 at 1:30pm (just prior to the first class session).